

SUMMIT COUNTY TOURISM PROFILE

County Indicator	2005	2006	2007	% Change 2006-2007	State Ranking
DEMOGRAPHIC					
Population	36,283	36,871	38,412	4.2%	10
Total Non-Ag Employment	18,912	20,622	21,944	6.4%	8
Non-Ag Avg Monthly Wage	\$2,450	\$2,574	\$2,786	8.2%	8
Per Capita Income	\$52,981	\$54,347	\$60,411	11.2%	1
Unemployment Rate*	4.0%	2.8%	2.5%	-10.7%	14
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$446.0	\$469.8	\$529.8	12.8%	3
Travel & Tourism Related Employment	6,356	6,664	6,782	1.8%	5
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$12.6	\$13.3	\$12.6	-5.3%	5
Transient Room Tax	\$4,068.2	\$4,601.3	\$5,001.5	8.7%	2
Restaurant Tax	\$1,322.8	\$1,518.8	\$1,661.3	9.4%	6
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$1,123.3	\$1,271.5	\$1,311.5	3.1%	8
REGIONAL VISITATION COUNTS					
I-80 UT/WY Traffic Count	4,557,025	4,609,950	4,803,400	4.2%	
Echo Welcome Center	146,011	133,809	132,656	-0.9%	
S.L. Int'l. Airport Passengers	22,237,936	21,557,646	22,045,233	2.3%	
Skier Days at Utah Resorts	3,895,578	4,062,188	4,082,094	0.5%	
Wasatch Mountain S.P.	915,963	412,283	246,226	-40.3%	
Deer Creek S.P.	209,149	355,003	326,038	-8.2%	
Jordanelle S.P. (2 Locations)	235,145	198,592	310,348	56.3%	
Rockport S.P.	172,783	117,683	127,832	8.6%	
East Canyon S.P.	55,904	95,543	98,010	2.6%	

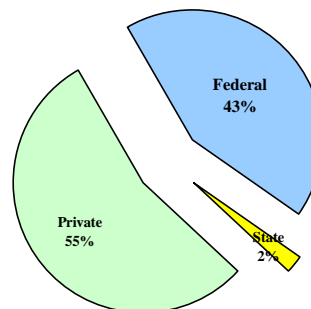
* Several Counties have identical Unemployment Rates
r = revised

Land Ownership - 2007	No. of Acres	% Total
Total Acres in County	1,197,985	100.0%
Federal Government	517,466	43.2%
BLM	673	0.1%
US Forest Service	516,793	43.1%
National Park Service	--	--
National Wildlife Service	--	--
Other •	--	--
State Government	26,582	2.2%
Utah State Parks & Recreation	768	0.1%
Utah State Wildlife Reserves	17,147	1.4%
State Trust Lands	8,667	0.7%
Other ••	--	--
American Indian	--	--
Private*	655,782	54.7%

• Includes Military and Bankhead Jones land
•• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2007



Summit County Tourism Profile

